



**THE KITCHEN**

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**GRENOBLE 2010**

# ***PARTNER NETWORK***

- **SELF START**
- **ENGAGE INTERESTED STUDENTS WHO WOULD REQUIRE FINANCES AND RESOURCES.**
- **SEND INVITES TO HOUSEWIVES/HUSBANDS.**
- **RETIRED CHEFS**



# ***COST STRUCTURE***

- **INITIAL COSTS= CULINARY REQUIREMENTS**
- **SENDING OUT INVITES, INFORMING PEOPLE ABOUT “THE KITCHEN”.**

# ***RISKS***

**Benefits**

**Risks**



# ***WHY RISK??***

- **OFEERINGS TO THE PUBLIC.**



**Accepted**



**Not accepted**

- **HOW LONG WILL IT LAST**



# ***WHAT I WOULD BE OFFERING?***

- **HOT & FRESH FOOD.**
  - **DIFFERENT CUISINES- Indian, Chinese, Thai, French, American, Swiss deserts.**
  - **A CHOICE OF 3 CURRY'S IN THE VEGETARIAN AND NON VEGETARIAN FOOD PER DAY.**
  - **IF U ORDER 5 TIMES A WEEK U GET A DISCOUNT OR A COMPLIMENTARY DISH.**
  - **KIOSKS OR STREET VENDORING AT NOMINAL RATES EVERYDAY.**
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- A large black wok sits on a metal stand over a gas flame. Inside the wok, there are pieces of cooked chicken, sliced red onions, and red bell peppers. The background is a grassy area.



# ***CUSTOMER SEGMENTS***

- **COLLEGE STUDENTS**
- **EXCHANGE STUDENTS**
- **YOUNG PROFESSIONALS**
- **OTHER INTERESTED PEOPLE LIKE LATE NIGHT WORKERS.**



# ***DISTRIBUTION CHANNELS***

- **INITIALLY- PICK UP from location.**
- **LATER- STUDENT DELIVERY BY TRAMS OR SPECIAL BUGGIES.**



# ***The Kitchen Buggy***



# ***CUSTOMER RELATIONS***

- ***FEED BACKS.***
- ***INTERNET MENU BOOKING/WEEKLY BOOKINGS.***
- ***NO DELIVERY CHARGES.***
- ***KIOSKS ON SATURDAY NIGHTS TILL 11pm,with Happy foodie hours. 😊***
- ***DISCOUNT VOUCHERS .***
- ***IF YOU REFER A FRIEND FOR A 4 DAY MEAL THEN YOU ARE ENTITLED TO VOUCHERS FROM CARREFOURE/CASINO.***



A collage of food items. On the left is a slice of chocolate cake with white frosting. In the center is a bowl of oatmeal topped with nuts. On the right is a strawberry smoothie with a white cream swirl and fresh strawberries. The text "ANY CUSTOMERS???" is overlaid in the center.

***ANY CUSTOMERS???***